LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. XIX **APRIL, 1966** **No. 3**

Editor, RUTH P. OTT
Photographer, GEORGE L. WETZEL

Reporters: Marilyn Adams, Marian Auble, Barbara Boyce, Theresa Cangiano, Lucy Carnevale, Angie Font, Winifred Foster, Kathryn Gilmore, Dianne Grosser, Emma Hale, Sylvia Hollander, Florence Linhos, Thomas LoDato, Angie Madalena, Elizabeth Markesteyn, Mary O'Connor, Bobbie Puckridge, Hazel Seaman, Lotte Steamer, Mildred Turner, Martina Zegarski.

Celebrating His Fortieth

"Forty years wrapped up in rugs, but still kicking."

"The original carpet bagger, Clete Hartman."

"We're rolling out the red carpet for Clete on his fortieth anniversary."

The first two statements appeared on wall placards, the third in bright red frosting letters on a giant cake.

It was all part of the celebration of forty years at McCurdy's for *Clete Hartman,* Budget Store Rug Buyer. You see his picture on the front cover (right) receiving congratulations from *Gilbert G. McCurdy,* President. And there's the cake, in the foreground.

Friends from all around the store dropped in to offer their congratulations at the party, held March 1st in the office of *James Bless,* Divisional Merchandise Manager.

Mr. Hartman came to McCurdy's on March 1, 1926 to work in the Fourth Floor Rug Dept. He transferred to Downstairs Rugs in 1933.

Chest Needs Your Help

How much SHOULD I give?

This is a common query right now when the Rochester Community Chest-Red Cross campaign is in full swing in McCurdy's. The question more appropriately should be:

How much CAN I give?

There are 89 local, state and national agencies, plus the Red Cross, depending on this campaign for support. Every little bit helps, of course, but those who CAN afford to give more should think about doing it, to share whole-heartedly in our community's needs.

Last year, McCurdy's employees did share generously. The Main Store and Northgate reached 103% of quota. McCurdy's of Geneva, which participates in that city's campaign, reached 168% of quota.

On the back cover, *Linda Fantauzzo,* Personnel, and *Ronald Bogardus,* Personnel Director, show a few of the agencies depending on the Chest. There are many more . . . the challenge is here and now . . . and YOUR gift will work many wonders.

Make it generous!

Kodak Exhibit In Store

Eastman Kodak Company loaned 65 photos to McCurdy's for a week-long exhibit in the Community Center this month. Entitled "The Light Hearted Camera," the show comprised winning pictures in Kodak's National Newspaper Photographic Contest. It was open to the public.

Named A Vice-President

William Burks, Secretary, Controller and a Director of McCurdy's, was named a vice-president by the Board of Directors on April 4th.

Mr. Burks came to the store in May, 1964, from Akron, Ohio, where he had been Assistant Controller of the M. O'Neil Company, part of the May Company group.

He was appointed a Director of McCurdy's in December, 1964. A certified public accountant, he is a graduate of the University of Akron.

Mr. McCurdy Honored

Gilbert J. C. McCurdy, Chairman of the Board, was honored on his 40th anniversary as a trustee of the Community Savings Bank when the board met April 13th. He is a past chairman of the bank's board of directors.

Promotions Announced

Ellen Kidney, Customer Service Manager, has been promoted to Assistant Selling Superintendent, reporting to *Garry Crowley.*

Carmel Guarino, Authorization Supervisor, has been made Customer Service Manager.

Barbara Wynn has been promoted from Selling Assistant to Assistant Buyer of Midtowner Sportswear.

Jean Paulini has been promoted to Selling Assistant in Midtowner Blouses.

Thomas Maley is the new Assistant Buyer of Sportswear in the Downstairs Budget Store.

Heads Receiving Room

Milton Wetzel has joined McCurdy's as Manager of Receiving and Marking. He was formerly with Forman's and Sibley's. His brother is *George Wetzel,* LIFE AT MCCURDY'S photographer, who took the picture above.

Stock Shortages Can Waste The Year

Suppose you went to the supermarket and bought $19.95 worth of groceries. You shopped from a list and kept track of every one of your purchases.

Suppose, on your way home, you made two or three other stops, leaving the groceries in your open car.

Suppose, when you arrived home, you checked your purchases against your sales slip and found you had only $17.85 worth of groceries. Some may have dropped from your shopping bag, some may have been stolen while you went elsewhere, some may have been rung up erroneously. Whatever the reason for the loss, you have a GROCERY SHORTAGE for the day. You have a $2.10 loss.

Translate GROCERIES into coats and mattresses, tv sets and shoes, and all the thousand and one items McCurdy's carries on its shelves and racks and counters, and call them STOCKS. You would have a STOCK SHORTAGE.

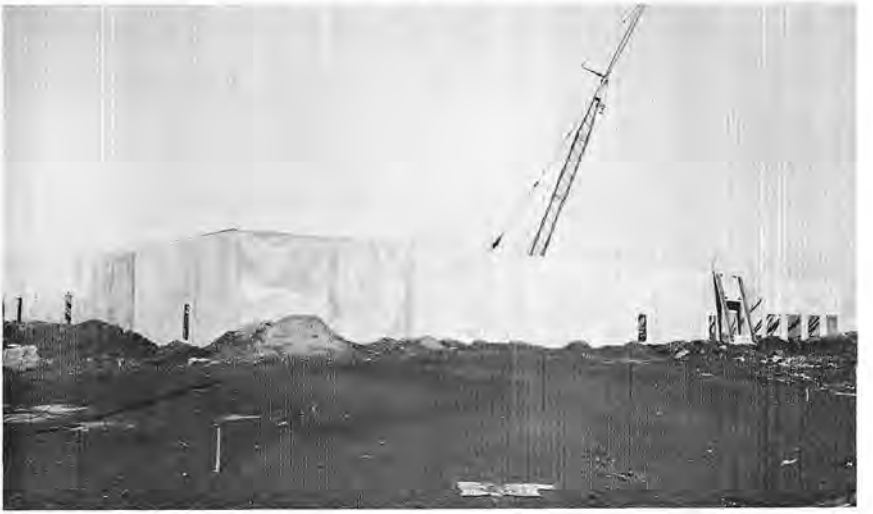
Multiply your $2.10 loss by hundreds and thousands of losses, which this store could suffer during a year, and you are losing big money. This is total loss, and it subtracts directly from PROFIT . . . and profit is the reason for which the store is in business. What's more, it's the profit that McCurdy's shares with YOU (see pages 6, 7, 8 and 9 for more about that phase of it).

What's the answer? Avoid stock shortages. It's as simple as that, but the method is less simple. It demands the cooperation of every person who works at McCurdy's. It demands accuracy, which may take a little more time and concentration when you make out a sales slip, check out an order, mark merchandise, and many more jobs. It demands constant vigilance.

But the rewards are worth it. Stock shortages can be the road to a wasted year.

Don't waste 1966!

McCurdy's Growing In Many Directions



McCurdy's is growing, growing, with a new warehouse nearing completion, an addition to the Main Store well under way, and a new plaza announced.

The new warehouse on Tower Drive in Henrietta is to be occupied soon. It's pictured above as it looked March 9th just before the roof was put on. Containing 70,000 square feet with six loading areas plus its own railroad siding, it replaces the present Achilles Street warehouse.

Steel structure is in place for the addition of more than 50,000 square feet to McCurdy's Main Store. Rising six floors, the expansion will be completely integrated with the present 410,000 square-foot store. Victor Gruen, who designed Midtown Plaza, is the building architect and Fall of this year is the target date for completion.

McCurdy's also has announced plans for a shopping center on 65 acres in Ridge Road West, which would be a suburban version of Midtown Plaza. Preliminary plans for the project have been submitted to the Town of Greece Planning Board. They include a domed, air conditioned mall with two main stores at opposite ends. One would be a McCurdy store, three to four times the size of Northgate. B. Forman Company and a number of other stores have indicated interest in occupying this center. Lining the other two sides of the mall would be a number of smaller stores and shops. Total store and mall area would be more than ten acres.

Before the project can get under way, however, much of the land must be rezoned from residential to commercial. McCurdy's has made formal application for this change before the Greece Town Board.

Employees From Three Stores

For the twenty-first time, McCurdy and Company shared the previous year's profits with all employees who had a year or more of service as of January 31, 1966. Books indicating every one's share were distributed at the annual store dinner April 9th in the Chamber of Commerce. A total of 790 are participants.

Since the plan was started in 1945, funds held in trust or distributed have reached over $3,170,000. The year 1965 marked a new high in sales in all three stores, it was announced by *Gilbert J. C. McCurdy,* Chairman of the Board.

Newly named to the Advisory Committee, which helps to administer the plan within the store, were: *Lee Cavallaro,* Coats and Suits; *Edward Okolowicz,* Bakery; and *Bobbie Puckridge,* Greeting Cards; pictured left to right, above. They will serve during 1966 with two continuing members, *Gilbert G. McCurdy,* President, and *Margaret Sabel,* Secretary to the Store Superintendent.

Gold plated charga-plates were presented to thirty-one employees who this year reached their tenth year of participation in the Profit Sharing Plan. They were: *Theodore Dell, Clara Flynn, Ruth Frank, Philip Friedman,*

Share In The Year's Profits

Antoinette Goodwin, Celia Gordon, Maria Hejzler, Ida Kowalski, Edward Kostecke, Grace Love, Else Lowenstein, Adeline Lunger, Pete Merrill, Elsie Nolan, Mary Ohl, Steven Oliferinko, Louise Prespare, Arthur Press, Ruby Read, Margaret Reno.

Also *John Schramel, Maria Seilnacht, Ida Shapiro, Ben Sims, Charles Smith, Anita Stout, Mildred Tantalo, Elaine Tecler, Stephen Urciuoli, Isabelle Walker* and *Martina Zegarski.*

With the aid of Batman, Robin and The Riddler, the Divisional Merchandise Managers plugged upcoming Midtown Plaza Days. Batman and his friends were really *Kathleen Salerno,* Buyer of Budget Dresses and Women's Wear; *Marilyn Adams,* Receiving Room; and *Elaine Tecler,* Children's Wear Buyer.

The program also included music by Syl Novelli's trio, a solo and group singing led by *Ronald Bogardus,* Personnel Director, who was in charge of the dinner arrangement details.

Snapped after the dinner, above from left: *Gilbert G. McCurdy,* President; *Gilbert J. C. McCurdy,* Chairman of the Board; and *Gordon W. McCurdy,* Chairman of the Executive Committee. For more dinner pictures, turn to pages 8 and 9.

1.

2.

3.

1. At Profit Sharing dinner, *Pete Merrill,* Divisional Merchandise Manager (right) receives charga-plate from *Ronald Bogardus,* Personnel Manager.

2. McCurdy's of Geneva has 56 Fund participants. Here are some of them.

3. Divisional heads distributed Fund books in the lobby.

4. *Cyril Fitch,* General Sales Manager, plugs for Midtown Plaza Days.

5. Robin rides in to help the sale.

6. Riddler (*Kathleen Salerno*) Robin (*Elaine Tecler*) and Batman (*Marilyn Adams*), from left to right.

Spring Fashion Show at Geneva

McCurdy's of Geneva staged a fashion show in the store the evening of March 24th. The weather outside was freezing winter, but it was all spring on the platform and down the fashion aisle indoors.

Gladys Maher, Ready-to-Wear Supervisor, organized the show, aided by *Mary O'Connor,* Assistant Manager of Operations, and *Irene Howell,* Accessories Supervisor. *Nick Gillotti,* Home Furnishings, sang during intermission.

Four who modeled are shown above, from left: *Lucy Carnevale,* Shoes; *Denise Christensen,* Accessories; *Joan Maher,* daughter-in-law of Gladys Maher; and *Rebecca Shaw,* Accessories.

In the picture below, *Denise Christensen* is modeling a poncho suit.

E.M.B.A. Elects New Officers

A record turnout enjoyed buns and coffee and elected a new slate of officers for McCurdy's Employees' Mutual Benefit Association on the morning of March 16th in the Community Center.

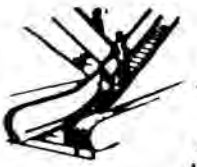
Here are the new officers. Seated left to right: *Olive Hastings,* Secretary; *Larry Holler,* Vice-President; *Barbara Wynn,* President; *Margaret Sabel,* Treasurer. Standing, from left: *Marilyn Adams,* Director; *Samuel Ludwig,* Assistant Treasurer; *Jane Strachen* and *Audrey Sales,* Directors.

On vacation when this picture was taken was *Larry House,* also elected a director. The directors will serve for two years.

Serving their second year will be *Lali Connolly, John Jackson, Peggy Lucia* and *Barbara Pizzarelli.*

Edward Walsh is permanent director from Northgate.

McCurdy's of Geneva has a separate E.M.B.A., with its own officers.

Up and Down  the Escalator

BUDGET STORE BRIEFS

by Emma Hale

Welcome to these newcomers: *Kay Green,* Secretary; *Charles Eckert,* Domestics; *Carol Myers* and *Carol Subrani,* Accessories; *Earlene Preston,* Daytime Dresses.

Alice Madonna, Sportswear; *Gertrude Renz,* Lingerie, *Doris Tremble,* Shoes, *Sarah Kremnitz,* Daytime Dresses, and *Hattie Lewis,* Children's, were all on the sick list recently.

Antoinette Goodwin, Children's Dept., visited her sister in New York.

Ada Harrington, Coats, spent ten days in Florida.

Helen Cowles, Assistant Buyer of Ready-to-Wear, and her husband spent a recent week-end with their daughter in Elmira College.

Virginia Mulder, Secretary, has resigned to move with her husband to Florida.

Leah Lipin, Coats, proudly reports a new grandson.

George Van Der Woude, Rugs, has a son on duty in Viet Nam.

Philip Pagano, Shoes, has a new granddaughter.

WAREHOUSE NEWS

by Hazel Seaman

It's a girl, Judith Anne, born January 12th to *Bruce Pease,* Rug Workroom, and his wife.

Iwan Melnyk, Furniture Refinisher, also has a new daughter, Larysa, born February 15th.

MAIN STREETER

by Theresa Cangiano

Amy Morgan, Lingerie, had a two-weeks' vacation in Florida.

Sylvia Sheiman, Lingerie, and *Leah Mitchell,* Gloves, have been on the sick list.

Mary Ohl, Hosiery, reports that her son has been made Assistant District Manager of Social Security and Medicare in Pennsylvania.

Our sympathy goes to *Ethel Schue,* Hosiery, on the death of her mother-in-law.

Our sympathy goes to *Fred Gray,* Protection Staff. His son, Richard, died March 31st in Chicago. Richard at one time worked in McCurdy's.

GENEVA JOTTINGS

by Mary O'Connor

Esther Spedding, Town Room, is back after a long illness.

Howard Palmer, Maintenance, reports that his son, Joe, is being married to Jane Lindsay in August.

Karen Lee Shaw, daughter of *Becky Shaw,* Hosiery, is engaged.

Jerold Foland, Manager of McCurdy's of Geneva, was elected chairman of the Promotion Committee of Town and Country Plaza Association.

BEAUTY STUDIO DOINGS

by Thomas LoDato

Helen Brent had a vacation in Virginia.

Violet York and her husband are back from a Florida vacation.

FIRST REPORTS

by Dianne Grosser

Main Floor Superintendent, *Lowell Urlaub,* is substituting in the Book Dept. while *Sadie White,* Book Buyer, recuperates from a recent operation.

Kathie Drehmer and *Linda Lace,* Midtowner Sportswear, spent Easter week in Boston and Florida, respectively.

Midtowner Blouse Dept. welcomes *Connie Drabent,* formerly of Housewares.

Susan Plunkett, Watch Repair, and husband, Steven, are the proud parents of a new son, Aaron Michael.

Dorothy Kerman has returned to Candy and Notions on block from R.I.T.

Jeannine House, Selling Assistant in Neckwear and Handkerchief Depts., and husband, *Larry,* Traffic Manager, are back from a Florida vacation.

Jan Turgeon, formerly Selling Assistant in Handbags, is now Selling Assistant in Knit Lingerie.

Charles Hoyt, Assistant Buyer of Men's Furnishings, was guest of honor at a dinner held by his co-workers on March 26th. He leaves May 7th for officers' candidate school in the Navy.

Wrestling Champ

Donald Brown, Divisional Merchandise Manager of Shoes, has a wrestling champ in the family. Son Edward won the Monroe County wrestling championship for the 123-pound class and went on to take the Section Five championship in Penn Yan February 26th. He's a senior in Brighton High.

OUT NORTHGATE WAY

by Martina Zegarski

Congratulation to *Ann McCormick,* Linens, on her fourteenth grandchild and to *Helen Rothenberg,* Corsets, who has a new grandchild.

Kay Brien and *Dolores Brendt,* Office, were honored with a dinner at Coachman Inn and gifts from their co-workers. Both have resigned to concentrate on home life.

Ethel Ohls, formerly in Sportswear, is now in the Credit Office.

Betty Donatella, China, and *Jean Walsh,* Children's, vacationed in Florida.

Val DuLittle, Small Wares, visited her mother in Florida.

Moving To New Homes

Spring finds three Second Floor buyers busy working on lawns, arranging furniture, and doing all the other planning and chores of brand new home owners. Sporting new addresses are *Dan Rooney,* Sportswear Buyer, going in May into a new home on Strohm Street, not far from the lake; *Alan Davidson,* who has moved his family to a house in Henrietta, and *Kathleen Salerno,* Budget Dresses and Women's Wear Buyer, who, with husband Dick, will shortly be living in Brighton.

Doris Evans Dies

Doris Evans, a long-time McCurdy employee, died unexpectedly March 24th. She had worked in the Blouse Department since December, 1947. Our sympathy goes to the two sisters who are her survivors.

First To Win New Plaque

"McCurdy's Item of the Month Award, February, 1966, to Howard Rosenthal."

That is the engraving on the plaque held by Mr. Rosenthal, Downstairs Budget Store Ready-to-Wear Buyer. He was the first to win the award, to be made monthly for the best-selling item in the store as determined by the sales record and presentation at a Buyers' Meeting.

All members of the Operating Board vote for the best item and the winner of the plaque.

What was the winning item in February? Poor Boy sweaters. You see one on the display figure, in the picture above.

Cup To Fur Department

The Fur Dept. won the Gold Fashion Cup for the past season. It was presented at the Profit Sharing Dinner April 9th. Sharing in the award were *Ruth Herr,* Fur Buyer, *Norah Hawn* and *Marcella Schaefer.*

The cup has been awarded semi-annually since 1955. It is won for the most points in selling and service excellence accumulated by a fashion or accessories department in the six-months period.

Seven from other departments were cited for individual excellence. They were: *Pearl Goldstein,* Girls' and Teens'; *Antoinette Goodwin,* Budget Store Children's Dept.; *Mary Lanzone,* Sportswear; *Frances Mancuso,* Budget Store Daytime Dresses; *Leah Mitchell,* Gloves; *Millie Nicholas,* Coats and Suits; *Dorothy Riker,* Bridal Shop.

Thanks to the E.M.B.A.

Your kind expression of sympathy is gratefully acknowledged.

Marge Atchison

Thanking you for the nice plant I received while I was ill.

Anna Beaumont

Thank you for your kind expression of sympathy.

Hilda Mumford

The family of Morris Gordon acknowledges your kind expression of sympathy.

Frieda Lazerson

I wish to acknowledge with grateful appreciation your thoughtful expression of sympathy.

Jack Morse

To thank you for your sympathy.

The Family of Martha Gavin

New Use For Old Shirts

Ladies! Save your husbands' worn white dress shirts. They can have a new usefulness.

They can be made into hospital bed coats, for which there is a real need.

Angie Font in Alterations not only knows how to do it, but has turned out dozens from shirts contributed to her. For those who might like to do the trick themselves, she has a sample to show you.

It's not too difficult if you're deft with a needle. Cut off the worn collar, shorten the sleeves to elbow length, remove the buttons and stitch the front, closed, flat. Then split the back, hem the sides, sew on three tie tapes, and you have it.

Angie, through the Rosary Society of Corpus Christi Church, sends the bed coats to the leper colonies. But this may be an idea for other hospitals and those who work for them. Contact her for any further information . . . and bring her worn shirts!

FROM THE MAILBAG

Dear Sirs:

This is a letter of appreciation for the wonderful service received from your salesman, *Howard Shaffer.* He was extremely courteous and helpful in the recent purchase of living room furniture.

We consider him one of the best salesmen that we have come in contact with in Rochester. He is certainly an asset to your sales department.

Yours truly,
John J. Roberts, J. S. Ruffin

New Shoe Boutique

That shoe the two men are looking at is a Piccolino, and the man on the right, Joe Gondolfo, is its designer. He was on hand for the opening of Scene I, McCurdy's new shoe boutique on the Second Floor, last month.

You see him here with *Donald Brown,* Divisional Merchandise Manager of Shoes.

Anyone For Ping Pong?

Sessions of the Daily Social and Athletic Club have replaced the four o'clock coffee break in the Employees' Cafeteria with ping pong sessions.

Who are the champs? Rated tops by a spokesman from the group are *Garry Crowley,* Selling Service Superintendent; *Dave McConnell,* Buyer of Budget Store Men's and Boys' Wear; *Ronald Michalski,* Collections; *John Rider,* Buyer of Career and Children's Shoes; *Irving Robeson,* Purchasing Agent; and *Howard Rosenthal,* Budget Store Ready-to-Wear Buyer.

YOUR GIFT WORKS
MANY WONDERS
Give the united way